

# GOVERNMENT OF ANDHRA PRADESH

## ABSTRACT

ITE&C Dept – Calendar of Events for the year 2013 – List of national/international Animation & Gaming Exhibitions, Conferences & Events for Reimbursement of 100% / 50% Subsidy on Exhibition stall Rental by Animation & Gaming companies – Notified – Orders – Issued.

## INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS (Promotions) DEPARTMENT

**G.O.Ms.No. 15**

**Dated:04.09.2013**

**Read the following:**

1. ICT Policy 2010-2015 issued vide G.O.Ms.No.9, IT&C Department, dt:07.07.2010.
2. Representation from M/s.Association of Animation, VFX, Comic & Gaming Industry – Andhra Pradesh (AVCGI), dt:16.08.2013.

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## **ORDER**

The ICT Policy of Government of Andhra Pradesh in the GO vide reference first read above, seeks to promote the participation of ICT and Animation & Gaming Companies in the national/International ICT Exhibitions, Conferences & Events. The ICT Policy encourages participation of ICT and Animation & Gaming Companies of different focus areas/ verticals such as startups, SME, Product/R&D, Engineering services, etc, and penetrate into International markets by appropriately utilizing such platforms to enhance their business opportunities.

2. Vide reference second read above, M/s.Association of Animation, VFX, Comic & Gaming Industry – Andhra Pradesh (AVCGI), requested the Government to include certain national/international Animation & Gaming Exhibitions, Conferences & Events in the list of Notified Events of the State Government for Animation & Gaming Industry to avail benefits under ICT Policy 2010-2015.

3. The Government after carefully examining the business potential of Animation & Gaming Exhibitions, Conferences & Events that are being conducted in the country & abroad, has identified the following national/international Animation and Gaming Exhibitions, Conferences & Events for participation by Animation and Gaming companies of the State for the year 2013:

S.No.	Name of the Exhibition /Conference	Periodicity	Organizers / Location
1	SIGGRAPH	Annually	ASIA / U S / CANADA
2	MIPTV, MIPCOM &MIP JUNIORS	Annually	FRANCE
3	ASIAN TELEVISION FIRM – ATF	Annually	SINGAPORE
4	HK FILM ART	Annually	ASIA
5	GDC	Annually	CHINA / USA / FRANCE
6	CHILDREN MEDIA CONFERENCE	Annually	UK
7	KID SCREEN	Annually	NEWYORK
8	FMX	Annually	GERMANY
9	ASIAN ANIMATION SUMMIT	Annually	MALAYSIA
10	MIFA	Annually	ANNECY, FRANCE
11	CARTOONS AT BAY	Annually	EUROPE
12	AFM	Annually	LA, USA
13	NATPE	Annually	USA
14	E3	Annually	USA
15	LICENSING EXPO	Annually	US / UK / HONGKONG
16	WWDC	Annually	USA
17	CANNES FILM FESTIVAL	Annually	FRANCE
18	FICCI FRAMES	Annually	INDIA
19	COMICON	Annually	INDIA / USA

***P.T.O.***

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4. The 100%/50% subsidy of stall rental on reimbursement basis for participating in national/ International Animation & Gaming Exhibitions, Conferences & Events, as per the ICT Policy, would be made available to such eligible Animation & Gaming companies, as per the following terms and conditions:

- The subsidy is available Animation and Gaming companies as mentioned in the ICT Policy 2010 – 2015.
- Prior intimation shall be given by Animation and Gaming companies of the State to the ITE&C Department before participation in the national/International Animation and Gaming Exhibitions as mentioned in Para.3 above.
- Reimbursement of 100% / 50% subsidy on the cost of stall rentals would be limited to stall space rental cost for 9 sq mts.
- Proof of participation and copy of Invoice should be submitted to ITE&C Dept for reimbursement after the event.
- The Animation and Gaming company will file a report on its participation, including business generated thereon.
- The incentive is available to Animation and Gaming companies based in Andhra Pradesh only.

5. Copy of this order is available online at [www.goir.ap.gov.in](http://www.goir.ap.gov.in).

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**SANJAY JAJU,  
SECRETARY TO GOVERNMENT**

To

All the Animation and Gaming companies of AP.  
The President, AVCGI, Hyderabad  
The President, ITsAP, Hyderabad.  
The Secretary, ITsAP, Hyderabad.  
The President, Electronic Industries Association of AP (ELIAP).  
The Regional Director, NASSCOM, Hyderabad.  
The Vice Chairman, ESC, New Delhi.  
The Development Commissioner, AP IT SEZs, Hyderabad.  
The Director, Software Technology Parks of India, Hyderabad.  
The President, Visakhapatnam IT Association (VITA), Visakhapatnam.

Copy to:

The PS to Hon'ble Minister for ITE&C.  
The Principal Secretary to Govt, Industries & Commerce Department.  
The Principal Secretary to Govt, Finance Department.  
The Commissioner of Industries, Hyderabad.

**// FORWARDED : : BY ORDER //**

**SECTION OFFICER**